

2002	DIRECWAY and DirecPC Dial-Return "Family Surfer" Plan 1	Unlimited hours of use; does not include dial-up ISP (customers use their existing dial-up ISP)	\$39.99
	DIRECWAY and DirecPC Dial-Return "Family Surfer" Plan 2	Unlimited hours of use; includes dial-up ISP	\$49.99
	DIRECWAY and DirecPC Dial-Return "Executive Surfer" Plan 1	25 hours of on-line service per month without dial-up ISP	\$19.99, \$.99 each additional hour of service
	DIRECWAY and DirecPC Dial-Return "Executive Surfer" Plan 2	25 hours of on-line service per month including dial-up ISP	\$29.99, \$1.99 each additional hour of service
	DIRECWAY and DirecPC Dial-Return "Family Surfer" Plan 1	Unlimited hours of use; does not include dial-up ISP (customers use their existing dial-up ISP)	\$39.99
	DIRECWAY and DirecPC Dial-Return "Family Surfer" Plan 2	Unlimited hours of; includes dial-up ISP	\$49.99

#### Satellite-Return Service

Year	Service	Description	Price Per Month
2001	DIRECWAY Satellite-Return Service: Dial-Return to 2-Way Upgrade Plan	Unlimited hours of use; optional unlimited mobility dial-up access	\$59.99 \$10 (for unlimited mobility feature)
	DIRECWAY Satellite-Return Service: Standard Plan	Unlimited hours of use; optional unlimited mobility dial-up access	\$69.99 \$10 (for unlimited mobility feature)
	DIRECWAY Offered through DIRECTV Satellite-Return Service: Standard Plan	Unlimited hours of use	\$59.99
2002	DIRECWAY Satellite-Return Service: Dial-Return to Satellite-Return Upgrade Plan**	Unlimited hours of use; optional unlimited mobility dial-up access	\$59.99 "mobility charge" \$10*
	DIRECWAY Satellite-Return Service: Standard Plan	Unlimited hours of use; optional unlimited mobility dial-up access	\$69.99 "mobility charge" \$10*
	DIRECWAY Offered through DIRECTV Satellite-Return Service: Standard Plan	Unlimited hours of use	\$59.99

\*Price for optional mobility dial-up access service, which provides unlimited access to Internet service while the user is away from home through two-way dial-up service.

\*\* Available to current Dial-Return customers that upgrade to Satellite-Return service.



**Schedule VI.A.2(a)**

**Program Promotions  
Tracking Sheets**

**SCHEDULE VI.A.2(a)**  
**Table 1. 1998 Programming Promotions Tracking Sheet**

PUBLIC

ATLANTIC				
Programmer	Retailer	Offer	Market	Time Frame
MTV Networks	Tops	Sweepstakes	Long Island	July 12 - Aug. 1
NFL	Tops	Sweepstakes	Long Island	August 8, 1998
Golf Channel	Paul Rosa's	\$50 Gift Cert. to Pro Shop	Buffalo, NY	Oct. 4 - Oct. 28
ESPN	Wiz	Sweepstakes	NY Metro	Oct. 25 - Nov. 21
Weather Channel	Tweeter	No Records	Boston	Nov. 27 - Dec. 25
Disney Channel	Stereo Advantage	No Records	Buffalo, NY	Nov. 25 - Dec. 25
USA Network	Via Satellite	No Records	Northern Virginia	Dec. 4 - Dec. 31
Golf Channel	TBD	-	-	June 1 - Dec. 31
Comedy Central	TBD	-	-	Winter 98
CENTRAL				
Programmer	Retailer	Offer	Market	Time Frame
USA Network	Digital Sat. Source	No Records	No Records	Apr. 27 - May 21
IFC	Gallery Furniture	No Records	Nebraska	May 15 - June 14
Court TV	Caffey, Harolds, Rex	No Records	-	June 1 - 14
MTV Networks	Campo	Sweepstakes	New Orleans	July 12 - Aug. 1
NFL	American TV	No Records	Milwaukee	August 15, 1998
MSNBC	Home Theatre Store	No Records	Dallas	Oct. 9 - Oct. 31
Food Network	Home Entertain.	No Records	Dallas	Nov. 6 - Nov. 28
Food Network	Home Entertain.	No Records	Dallas	Nov. 6 - Nov. 28
Disney Channel	Conn's	No Records	Houston	Nov. 25 - Dec. 25
Golf Channel	Cutting Edge Tech.	No Records	No Records	June 1 - Dec. 31
Playboy	Satellite Plus	No Records	No Records	Oct. 28 - Nov. 11
Comedy Central	TBD	-	-	Fall 98
MIDWEST				
Programmer	Retailer	Offer	Market	Time Frame
TCM	SUN TV	No Records	Pittsburgh	Mar. 6 - Mar. 21
USA Network	ABC Warehouse	No Records	Detroit	Mar 23 - Apr. 12
Cartoon Network	h.h. Gregg	No Records	IN, OH, KY	May 31 - June 17
MTV Networks	SUN TV	Sweepstakes	Pittsburgh	July 12 - Aug. 1
NFL	h.h. Gregg	No Records	IN, OH, KY	August 8, 1998
Food Network Evt.	h.h. Gregg	No Records	IN, OH, KY	August 8, 1998
ESPN	ABC Warehouse	No Records	Detroit	Oct. 25 - Nov. 21
Weather Channel	K's, Abt TV, Douglas	No Records	Chicago	Nov. 8 - 30
Disney Channel	h.h. Gregg	No Records	IN, OH, KY	Nov. 25 - Dec. 25
Golf Channel	TBD	-	-	June 1 - Dec. 31
Playboy	B&B Satellite	No Records	No Records	Oct. 9 - 14
Comedy Central	TBD	-	-	Fall 98
SOUTHERN				
Programmer	Retailer	Offer	Market	Time Frame
USA Network	Brandsmart	No Records	Miami	May 23 - July 4
Bravo	Tweeter (Hi Fi Buys)	No Records	Atlanta	June 1 - June 21
Golf Channel	Cowboy Maloney's	No Records	Mississippi	July 1 - July 19
MTV Networks	Sound Advice	Sweepstakes	Northern FLA	July 12 - Aug. 1
NFL	Roberds	No Records	Atlanta	August 15, 1998
Golf Channel	Satellite City	No Records	No Records	October 2 - 4
ESPN	Now Audio & Video	Sweepstakes	North Carolina	Oct. 23 - Dec. 5
Disney Channel	Queens City	No Records	North Carolina	Nov. 25 - Dec. 25
Playboy	Advance Audio Des.	No Records	No Records	Nov. 27 - 30
Comedy Central	TBD	-	-	Fall 98
WESTERN				
Programmer	Retailer	Offer	Market	Time Frame
Much Music	good guys	No Records	Los Angeles, SF	Jan. 30 - Feb. 22
Sci-Fi Channel	Satellite City	No Records	Arizona	April 1 - 30
USA Network	Dow Stereo	No Records	San Diego	May 1 - May 21
USA Network	Future Shop	No Records	Seattle	June 7 - July 4
Weather Channel	good guys	No Records	Los Angeles, SF	July 1 - July 31
Weather Channel	Ken Crane's	No Records	Los Angeles	July 1 - July 31
Golf Channel	Dow Stereo	No Records	San Diego	July 7 - July 19
NFL	Dow Stereo	No Records	San Diego	August 8, 1998
Food Network Evt.	Dow Stereo	No Records	San Diego	August 8, 1998
Food Network	Dow Stereo	No Records	San Diego	August 8, 1998
Sci-Fi Channel	good guys	No Records	Los Angeles, SF	Oct. 16 - Nov. 19
Trio/Newsworld	Future Shop	No Records	Seattle	Oct. 18 - Nov. 20
Disney Channel	RC Willey	No Records	Salt Lake City	Nov. 25 - Dec. 25
Golf Channel	TBD	-	-	June 1 - Dec. 31
Comedy Central	TBD	-	-	Fall 98
NATIONAL				
Programmer	Retailer	Offer	Market	Time Frame
USA Network	RadioShack	Beach Chair	National	July 2 - August 1
Lifetime	Wards	No Records	National	Sept 6 - Oct 3
Nickelodeon	Kmart	Roller Blades	National	Sept 18 - Oct 3
Turner Classic Movies	Circuit City	Sweepstakes	National	Oct 23 - Nov 13
MuchMusic	Best Buy	No Records	National	Nov. 27 - Dec. 25
Cartoon Network	Kmart	Video Pack & Carrying Case	National	Nov 15 - Dec 31
				Dec. 4 - Dec. 31

**SCHEDULE VI.A.2(a)**  
**Table .. 1999 Programming Promotions Tracking Sheet**

<b>ATLANTIC</b>				
<b>Programmer</b>	<b>Retailer</b>	<b>Offer</b>	<b>Market</b>	<b>Time Frame</b>
CNN/NI	PC Richard	SI Subscription	Long Island	April 30 - May 23
USA Network	6th Avenue Elec.	No Records	New Jersey	April 30 - May 23
Golf Channel	Stereo Shop	No Records	Rochester, NY	July 10 - July 30
Sci Fi Channel	Independent	No Records	Maine	July 10 - July 30
USA Network/WWF	Independent	WWF Duffle Bag	C/D Markets	July 10 - July 30
Weather Channel	Independent	No Records	C/D Markets	July 14 - Aug. 4
NFL/Food Event	Nationwide	No Records	Wayne, NJ	Sept. 19
Disney Channel	PC Richard	\$50 Gift Cert. Disney Store	Long Island, NY	Oct. 8 - Nov. 7
Disney Channel	6th Avenue Elec.	\$50 Gift Cert. Disney Store	New Jersey	Oct. 8 - Nov. 7
Weather Channel	Tops	All Weather Kit \$50	New Jersey	Oct. 8 - Nov. 7
<b>CENTRAL</b>				
<b>Programmer</b>	<b>Retailer</b>	<b>Offer</b>	<b>Market</b>	<b>Time Frame</b>
CNN/NI	Conn's	SI Subscription	Houston	April 30 - May 23
Sci Fi Channel	L&W Service Center	No Records	Kearney/Holdridge, NE	July 10 - July 30
	Video Kingdom	No Records		
The Golf Channel	American TV	No Records	Wisconsin	July 10 - July 30
The Golf Channel	Brandsmart	No Records	Kansas City	
Sci Fi Channel	Thorne Electronics	No Records	Abilene, TX	July 10 - July 30
Sci Fi Channel	A&B TV	No Records	Austin, TX	July 10 - July 30
USA Networks/WWF	Independent	WWF Duffle Bag	C/D Markets	July 10 - July 30
Weather Channel	Independent	No Records	C/D Markets	July 14 - Aug. 4
Court TV	Cable Connection	No Records	Oklahoma City	Oct. 15 - Nov. 15
NFL/Food Event		No Records	Dallas	Oct. 2
Bravo	Conn's	CD Pack	Houston, TX	Sept. 3 - 24
Disney Channel	Brandsmart	\$50 Gift Cert. Disney Store	Kansas City	Oct. 8 - Nov. 7
Disney Channel	NE Furniture Mart	\$50 Gift Cert. Disney Store	Omaha, NE	Oct. 8 - Nov. 7
Disney Channel	A-1 Appliance	\$50 Gift Cert. Disney Store	New Orleans	Oct. 8 - Nov. 7
Weather Channel	Airlink	All Weather Kit \$50	St. Louis	Oct. 8 - Nov. 7
Weather Channel	Flanner's	All Weather Kit \$50	Milwaukee	Oct. 8 - Nov. 7
<b>MIDWEST</b>				
<b>Programmer</b>	<b>Retailer</b>	<b>Offer</b>	<b>Market</b>	<b>Time Frame</b>
Disney Channel	h.h. Gregg	No Records	IN, OH, KY	February
CNN/NI	ABC Warehouse	SI Subscription	Michigan	April 30 - May 23
USA Network	h.h. Gregg	No Records	IN, OH, KY	April 30 - May 23
Golf Channel	K's	No Records	Illinois	July 8 - July 30
USA Network/WWF	Independent	WWF Duffle Bag	C/D Markets	July 10 - July 30
Weather Channel	Independent	No Records	C/D Markets	July 14 - Aug. 4
Sci Fi Channel	Electronics Express	No Records	Nashville, TN	July 10 - July 30
NFL/Food Event	B&B	No Records	Cleveland, OH	Sept. 11
Bravo	h.h. Gregg	CD Pack	IN, OH, KY	Sept. 3 - Sept. 24
Animal Planet	ABC Warehouse	No Records	IN, OH, KY	Sept. 3 - Sept. 26
Disney Channel	h.h. Gregg	\$50 Gift Cert. Disney Store	IN, OH, KY	Oct. 8 - Nov. 7
Disney Channel	ABC Warehouse	\$50 Gift Cert. Disney Store	Michigan	Oct. 8 - Nov. 7
Weather Channel	K's/Abt, Douglas, United	All Weather Kit \$50	Chicago, IL	Oct. 8 - Nov. 7
<b>SOUTHEAST</b>				
<b>Programmer</b>	<b>Retailer</b>	<b>Offer</b>	<b>Market</b>	<b>Time Frame</b>
TV Land	Queen's City	Wrist Watch	North Carolina	Feb. 21 - March 20
CNN/NI	Hi Fi Buys	SI Subscription	Atlanta	April 30 - May 23
USA Network	Now Audio Video	No Records	North Carolina	April 30 - May 23
Golf Channel				
Birthday Bash	Cowboy Maloney's	No Records	Jackson, MI	June 17, 1999
Court TV	Cowboy Maloney's	No Records	Jackson, MI	July 10 - July 31
USA Network/WWF	Independent	WWF Duffle Bag	C/D Markets	July 10 - July 30
Weather Channel	Independent	No Records	C/D Markets	July 14 - Aug. 4
NFL/Food Event	Brandsmart	No Records	Miami, FL	Sept. 25
Disney Channel	Queen's City	\$50 Gift Cert. Disney Store	North Carolina	Oct. 8 - Nov. 7
Disney Channel	Cowboy Maloney's	\$50 Gift Cert. Disney Store	Jackson, MI	Oct. 8 - Nov. 7
Disney Channel	Now Audio Video	\$50 Gift Cert. Disney Store	North Carolina	Oct. 8 - Nov. 7
Disney Channel	Sound Advice	\$50 Gift Cert. Disney Store	Florida	Oct. 8 - Nov. 7
Weather Channel	Brandsmart	All Weather Kit \$50	Florida	Oct. 8 - Nov. 7
<b>WESTERN</b>				
<b>Programmer</b>	<b>Retailer</b>	<b>Offer</b>	<b>Market</b>	<b>Time Frame</b>
Court TV	Jerry's Audio Video	No Records	Phoenix, AZ	April 30 - May 23
CNN/NI	good guys	SI Subscription	Los Angeles	April 30 - May 23
USA Network	Ken Cranes/Dow	No Records	LA, San Diego	April 30 - May 23
Sci Fi Channel	NBO	No Records	Loudoun, VA	July 15 - August 4
Court TV	DBS Direct	No Records	Greater LA	May 28 - June 13
Golf Channel	Dow Stereo	No Records	San Diego	July 10 - July 30
USA Network/WWF	Independent	WWF Duffle Bag	C/D Markets	July 10 - July 30
Weather Channel	Independent	No Records	C/D Markets	July 14 - Aug. 4
Playboy	DBS Direct	No Records	Los Angeles	July 23 - Aug. 8
Court TV	Digital World Solutions	No Records	Denver, CO	October
Animal Planet Truck	NBO	\$25 Gift Cert. Discovery Store	Los Angeles	Sept. 11-12
NFL/Food Event	Fry's	No Records	San Diego	Oct. 9
Disney Channel	good guys	\$50 Gift Cert. Disney Store	Los Angeles	Oct. 8 - Nov. 7
Disney Channel	RC Willey	\$50 Gift Cert. Disney Store	Salt Lake City	Oct. 8 - Nov. 7
Much Music	Magnolia Hi Fi	No Records	Seattle, Portland, Spokane	Oct. 8 - Nov. 7
Weather Channel	Ken Crane's	All Weather Kit \$50	Los Angeles	Oct. 8 - Nov. 7
Weather Channel	Big Screen	All Weather Kit \$50	San Diego	Oct. 8 - Nov. 7

**SCHEDULE VI.A.2(a)**  
**Tab 2000 Programming Promotions Tracking Sheet**

PUBLIC

ATLANTIC				
Programmer	Retailer	Offer	Market	Time Frame
TCM	American Appliance	No Records	Philadelphia	Feb. 18 - March 26
USA Network	6th Avenue Electron	No Records	Long Island	Feb. 7 - March 6
Sundance Channel	Bryn Mawr Stereo	No Records	Philadelphia	February 4 - 27
BBC	American Appliance	Dartboard	Philadelphia	April 20 - May 21
USA Network/Local	PC Richard	No Records	Long Island	June 29 - August 2
FX	Nationwide	Cooler	N. New Jersey	June 29 - August 2
FX	Myer Emco	Cooler	Washington DC	June 29 - August 2
NFL Food Event	Myer Emco	No Records	Washington DC	
Golf Channel	TBD	-	TBD	TBD
Disney	6th Avenue Electron	\$50 Bounceback	New Jersey	
Disney	Tweeter	\$50 Bounceback	Boston	
TWC	Bernies	\$50 Bounceback	CT	
CENTRAL				
Programmer	Retailer	Offer	Market	Time Frame
USA Network	American TV	No Records	Wisconsin	Feb. 7 - March 6
Romance Classics	Dillard's	\$50 Gift Cert to Dillards	TX, AR, MO, LA, OK	Feb. 4 - March 6
BBC	Conn's	Dartboard	Houston	April 20 - May 21
Bravo	NE Furniture Mart	No Records	Omaha, NE	April 27 - May 21
Animal Planet	Brandsmart	No Records	Kansas City	July
FX	A-1	Cooler	New Orleans	June 29 - August 2
FX	Flanners	Cooler	Milwaukee	June 29 - August 2
USA Network/Local	Conn's	No Records	Houston	June 29 - August 2
USA Network/Local	Audio King	No Records	Minneapolis	June 29 - August 2
NFL Food Event	Brandsmart	No Records	Kansas City	
HBO/HDTV	American TV	Jacket	Wisconsin	October
Golf Channel	TBD	-	TBD	TBD
Disney	NE Furniture Mart	\$50 Bounceback	Nebraska	
Disney	Dillard's	\$50 Bounceback	Dallas	
Disney	Bjorn's	\$50 Bounceback	No Records	
TWC	AAFES	No Records	National	
MIDWEST				
Programmer	Retailer	Offer	Market	Time Frame
TCM	hhGregg	No Records	OH, IN, KY, TN	Feb. 18 - March 26
TCM	United Audio Video	No Records	Chicago	Feb. 18 - March 26
USA Network	ABC Warehouse	No Records	Michigan	Feb. 7 - March 6
BBC	United Audio Video	Dartboard	Chicago	April 20 - May 21
Bravo	hhGregg	No Records	OH, IN, KY, TN	April 27 - May 21
HBO Incentive	ABC Warehouse	-	Michigan	May 1 - May 31
Cinemax	ABC Warehouse	Popcorn Popper	Michigan	June 29 - August 2
FX	Electronic Express	Cooler	Nashville	June 29 - August 2
USA Network/Local	Abt	No Records	Chicago	June 29 - August 2
NFL Food Event	Electronic Express	No Records	Nashville	
Golf Channel	DBS Direct	No Records	Chicago	6/15 - 8/10
Disney	ABC Warehouse	\$50 Bounceback	Detroit	
Disney	Abt	\$50 Bounceback	Chicago	
Disney	K's	\$50 Bounceback	Chicago	
Disney	Ovation	\$50 Bounceback	Chicago	
TWC	Apex	No Records	Midwest Area	
SOUTHEAST				
Programmer	Retailer	Offer	Market	Time Frame
USA Network	Brandsmart	No Records	Florida	Feb. 7 - March 6
USA Network	Cowboy Maloney's	No Records	Mississippi	Feb. 7 - March 6
Romance Classics	Queen's City	\$50 Bounceback	Charlotte, NC	Feb. 4 - March 6
BBC	Sound Advice	Dartboard	Florida	April 20 - May 21
STARZ! Incentive	Now Audio Video	-	North Carolina	
Boomerang	Cowboy Maloney's	No Records	Mississippi	June 29 - August 2
FX	Brandsmart	Cooler	Florida	June 29 - August 2
Cinemax	Now Audio Video	Popcorn Popper	North Carolina	June 29 - August 2
NFL Food Event	Sound Advice	No Records	Tampa	
HBO	Sound Advice	Jacket	Florida	October
Golf Channel	Cowboy Maloney's	No Records	TBD	TBD
HBO	Queen's City	Jacket	North Carolina	
TWC	Cowboy Maloney's	No Records	Mississippi	
Disney	Now Audio Video	\$50 Bounceback	North Carolina	
Disney	Brandsmart	\$50 Bounceback	Miami	
WESTERN				
Programmer	Retailer	Offer	Market	Time Frame
Sundance Channel	RC Willey	No Records	Salt Lake City	January 7 - 30
TCM	Magnolia Hi Fi	No Records	Seattle/Portland	Feb. 18 - March 26
USA Network	good guys!	No Records	Los Angeles	Feb. 7 - March 6
Romance Classics	Ken Crane's/Big Scr.	\$50 Bounceback	Los Ang./San Diego	Feb. 4 - March 6
BBC	good guys!	Dartboard	Los Angeles	April 20 - May 21
ESPN	Ultimate Electronics	No Records	Denver	April 28 - May 21
Court TV	Professional Satellite	No Records	Phoenix, Las Vegas	6/26 - 8/2
Cinemax	Ken Crane's	Popcorn Popper	Los Angeles	June 29 - August 2
USA Network/Local	good guys!	No Records	Los Angeles	June 29 - August 2
Boomerang	RC Willey	No Records	Salt Lake City	June 29 - August 2
Much Music	good guys!	\$100 Bounceback	Los Angeles	October
NFL Food Event	Ultimate Electronics	No Records	Phoenix	
HBO/HDTV	Ultimate Electronics	Jacket	Denver	October
Golf Channel	TBD	-	TBD	TBD
Disney	good guys!	\$50 Bounceback	Los Angeles	
Disney	Ken Cranes	\$50 Bounceback	Los Angeles	
Disney	RC Willey	\$50 Bounceback	Salt Lake City	
TWC	Magnolia Hi Fi	No Records	Seattle/Portland	

## SCHEDULE VI.A.2(a)

PUBLIC

Table I

## 2001 Programming Promotions Tracking Sheet

ATLANTIC				
PROGRAMMER	RETAILER	OFFER	DATES	MARKETS
NOGGIN	BGE	\$50 Gift Card	3/1-4/11	Baltimore
MTV	TWEETER	DVD Box Set	6/15-8/1	All Tweeter across U.S.
VH1	TWEETER	3 CD Set	11/1-12/31	Philadelphia
Discovery	Direct Sales (Baltimore)	Free/Free	10/14-11/30	Baltimore
TiVo/Showtime	6th Avenue Electronics	\$50 Gift Card	6/18-7/25	NY/NJ
Sci Fi	NSI	Free Install	6/18-7/25	Pittsburgh
DIY	6th Ave. Electronics	\$50 Mail-In Reabte	11/1-12/31	NY/NJ
CENTRAL				
PROGRAMMER	RETAILER	OFFER	DATES	MARKETS
NOGGIN	AMERICAN TV	\$50 Gift Card	3/1-4/11	Milwaukee
NOGGIN	NE FURN. MART	\$50 Gift Card	3/1-4/11	Omaha
SUNDANCE CHANNEL	AMERICAN TV	\$100 Rebate	9/10-10/14	Milwaukee
Boomerang	NE FURN. MART	\$50 Gift Card	6/18-7/25	Omaha
Sci Fi	Conn's	Free Install	6/18-7/25	Houston
Sci Fi	Bjorn's	Free Install	6/18-7/25	San Antonio
Sci Fi	Flanners	Free Install	6/18-7/25	Milwaukee
The Weather Channel	ALL	\$100 Rebate	8/30-10/14	Houston
MIDWEST				
PROGRAMMER	RETAILER	OFFER	DATES	MARKETS
NOGGIN	ELEC. EXPRESS	\$50 Gift Card	3/1-4/11	Nashville
TRAVEL CHANNEL	ABC WAREHOUSE	\$50 Gift Card	3/8-4/11	Detroit
Boomerang	ABC WAREHOUSE	\$50 Gift Card	6/8-7/25	Detroit
TiVo/Showtime	Abt	\$50 Gift Card	6/18-7/25	Chicago
Turner South	Prime Home Entertain	Free Programming/Free Braves Jersey	6/18-7/25	Nashville
Sci Fi	Ovation	Free Install	6/18-7/25	Indianapolis
Sci Fi	Direct Sales	Free Install	6/18-7/25	Columbus
The Weather Channel	ALL	\$100 Rebate	8/30-10/14	Chicago
DISNEY	ABC Warehouse	Hardware Offer	11/1-11/26	Detroit
DISNEY	Direct Tech - Detroit	Hardware Offer	11/1-11/26	Detroit
DISNEY	Electronic Express	Hardware Offer	11/1-11/26	Nashville
DISNEY	Prime Home Entertain	Hardware Offer	11/1-11/26	Nashville
SOUTHEAST				
PROGRAMMER	RETAILER	OFFER	DATES	MARKETS
NOGGIN	COWBOY MALONEYS	\$50 Gift Card	3/1-4/11	Mississippi
NOGGIN	QUEEN CITY	\$50 Gift Card	3/1-4/11	Charlotte
TRAVEL CHANNEL	SOUND ADVICE	\$50 Gift Card & 4 Tickets to Universal Studios	4/26-7/25	South Florida
TURNER SOUTH	Independent	Free Programming/Free Braves Jersey	6/18-7/25	Var. Southeast Markets
DISNEY	ALL	\$100 Rebate	5/3-6/17	Charlotte
WESTERN				
PROGRAMMER	RETAILER	OFFER	DATES	MARKETS
BRAVO/IFC	GOOD GUYS	\$50 Gift Card	2/25-4/11	LA, SF
NOGGIN	RC WILLEY	\$50 Gift Card	3/1-4/11	Salt Lake City
DISNEY	ALL	\$100 Rebate	5/3-6/17	LA
DISNEY	ALL	\$100 Rebate	5/3-6/17	Denver
Boomerang	Satellite Relay	\$50 Gift Card	6/18-7/25	San Diego
TiVo/Showtime	Ultimate Electronics	\$50 Gift Card	6/18-7/25	Denver
Food Network	ProSat/NBO	Free/Free	10/15-11/15	San Diego
DISNEY	GOOD GUYS	\$50 Rebate	11/1-11/26	LA, SF
DISNEY	RC WILLEY	Hardware	11/1-11/26	Salt Lake, Las Vegas
DISNEY	MAGNOLIA HI-FI	\$50 Rebate	11/1-11/26	Seattle
DISNEY	Ultimate Electronics	Hardware	11/1-11/26	Denver

**SCHEDULE VI.A.2(a)**  
**TABLE II**  
**PROMOTIONAL OFFERINGS**  
**INDEPENDENT DEALERS**

Date	Offer	Value	Requirements
1/31/00 - 3/8/00	Purchase a DIRECTV System and subscribe to TOTAL CHOICE or above and get a STARZ! movie popcorn kit.		Subscribe to Total Choice or above
4/28/00 - 6/4/00	Purchase a DIRECTV System and subscribe to TOTAL CHOICE or above and get HBO Tough Guy Gear.		Subscribe to Total Choice or above
11/17/00 - 1/14/01	Purchase a DIRECTV System and subscribe to TOTAL CHOICE or above and get a \$50 Hickory Farms gift certificate.	\$50 Gift	Subscribe to Total Choice or above
3/9/01 - 4/11/01	Purchase a DIRECTV System and subscribe to TOTAL CHOICE or above and get \$50 in Toughman Certificates	\$50 Gift	Subscribe to Total Choice or above
6/18/01 - 7/25/01	Purchase a DIRECTV System and subscribe to TOTAL CHOICE or above and get a STARZ! BBQ tool set.		Subscribe to Total Choice or above
Q2 - Q3 2001	A sweepstakes for dealers to run with employees. Winner gets a DIRECTV and Comedy Central branded fleece.		
1/4/02 - 2/24/02	Purchase a DIRECTV System and subscribe to TOTAL CHOICE or above and get \$50 gift certificate to a Coleman catalogue.	\$50	Subscribe to Total Choice or above



**SCHEDULE VI.A.2  
DIRECTV National Consumer Offers  
Table III**

PUBLIC

	Date	Offer	Requirements
1998	4/23/98 - 5/31/98	\$100 Free Programming	
	6/18/98 - 7/13/98	1 Month Platinum (~50) and TOON Disney watch (\$75)	
	8/5/98 - 10/20/98	NFL Offer - 4 Months of Platinum Free	Required NFL and Platinum Activation
	8/5/98 - 10/20/98	Purchase a DIRECTV system and subscribe to 98 NFL ST for \$159 and get 4 months of Platinum at \$47.99 and 3 \$2.99 DIRECTV Programming Certificates	Activation by 10/25/98
1999	1/14/99 - 2/21/99	\$200 Free Programming w/Platinum Activation	Required Platinum Activation
	3/11/99 - 4/25/99	Free Installation & 3 Months of TOTAL CHOICE	Required TOTAL CHOICE activation
	5/27/99 - 7/11/99	\$100 Pay Per View coupons	Required TOTAL CHOICE activation
	8/5/99 - 10/10/99	Purchase a DIRECTV system and subscribe to 99 NFL ST and get 3 months of Platinum free and the SEE Guide free for 3 months (Value of over \$250)	Activation by 10/24/99
	11/2/99 - 1/16/00	2 Months Platinum	Required TOTAL CHOICE activation
2000	11/2/99 - 1/16/00	2 Months Platinum	Required TOTAL CHOICE activation
	3/2/00 - 4/23/00	Free Installation	Required TOTAL CHOICE activation
	5/25/00 - 7/9/00	2 Months Platinum	Required TOTAL CHOICE activation
	8/3/00 - 10/15/00	Purchase a DIRECTV system and subscribe to 2000 NFL ST and TOTAL CHOICE PLATINUM and get TOTAL CHOICE PLATINUM and DIRECTV The Guide free for 3 months	Required NFL and Platinum activation by 10/29/00
	10/15/00 - 1/14/01	Free Installation	Required TOTAL CHOICE activation
2001	1/25/01 - 4/25/01	\$200 Rebate (Tiered \$200/\$100/\$50)	Requires an Annual Commitment
	2/22/01 - 4/11/01	Free Installation (instead of rebate offer)	
	4/26/01 - 6/17/01	Free Installation (optional 1 yr. AOL service)	Requires an Annual Commitment
	6/18/01 - 7/25/01	Free Installation	Required TOTAL CHOICE activation
	8/2/01 - 10/28/01	Purchase a DIRECTV system and subscribe to 2000 NFL ST and TOTAL CHOICE PLATINUM and FAMILY PACK and get TOTAL CHOICE PLATINUM and the FAMILY PACK free for 4 months	Activation by 10/28/01
	10/15/01 - 1/15/02	6 Months Free of Showtime & Free Installation	Requires an Annual Commitment
2002	2/1/02 - 3/23/01	3 Months of HBO & Cinemax Compliments of DIRECTV	Requires an Annual Commitment
	3/24/02 - 4/20/02	2 Room System for Less Than \$50 (instant credit applied at activation)	Requires an Annual Commitment
	4/21/02 - 5/18/02	Free Installation plus a DMA Offer with Disney	Requires an Annual Commitment
	5/19/02 - 4/3/02	STARZ! Programming	Requires an Annual Commitment
	8/4/02 - 10/12/02	Purchase DIRECTV system and subscribe to 2002 NFL ST and TOTAL CHOICE PREMIER and get TOTAL CHOICE PREMIER free for 3 or 4 months (Not Yet Finalized)	Requires an Annual Commitment; activate by 11/11/02
	10/13/02 - 1/11/03	Showtime Programming	Requires an Annual Commitment

Table III  
National Consumer Offers  
RRT Tracking Sheet

Market	Initiative	Programmer	Offer	Retailer	In Market Date	Offer End Date
Atlanta	Doorhangers	SCI FI	\$24.99 one room installed	Direct Connection	1/2/2002	1/31/2002
Atlanta	Direct Mail	SCI FI	\$24.99 one room installed	Direct Connection	1/2/2002	1/31/2002
Atlanta	ROP	SCI FI	\$24.99 one room installed	Direct Connection	12/17/2001	1/31/2002
Atlanta	Radio	SCI FI	\$24.99 one room installed	Direct Connection	12/17/2001	1/31/2002
Austin	Direct Mail	N/A	\$49.99 two rooms installed	A-Alpha Satellite	1/23/2002	2/28/2002
Baltimore	Direct Mail	IFC	\$69 two rooms installed	NSI	2/23/2002	3/10/2002
Baltimore	Radio	IFC	\$69 two rooms installed	NSI	2/11/2002	3/10/2002
Boston	Direct Mail	N/A	Free/Free & Free 3 year warranty plus \$19.95 shipping & handling	Expert Satellite	1/23/2002	2/15/2002
Boston	Doorhangers	N/A	Free/Free & Free 3 year warranty plus \$19.95 shipping & handling	Expert Satellite	1/15/2002	2/15/2002
Chicago	Direct Mail	N/A	\$9 one room installed	Satellite Sales/Orbtech	1/20/2002	2/28/2002
Chicago	Doorhangers	N/A	\$9 one room installed	Satellite Sales/Orbtech	1/20/2002	2/28/2002
Chicago	ROP	N/A	\$9 one room installed	Satellite Sales/Orbtech	1/13/2002	2/28/2002
Chicago	Radio	N/A	\$9 one room installed	Satellite Sales	1/13/2002	2/28/2002
Fairfax, VA	Doorhangers	N/A	\$49 two rooms installed	Expert Satellite	2/13/2002	3/10/2002
Fairfax, VA	Direct Mail	N/A	\$49 two rooms installed	Expert Satellite	2/22/2002	3/10/2002
Foxlake/Grayslake, IL	Doorhangers	N/A	\$1 one room w/installation or \$39.99 two rooms w/installation	Satellite Sales	12/21/2001	1/15/2002
Memphis	Direct Mail	N/A	\$9.95 one room installed OR \$39.99 two-rooms installed	Prime Home Entertainment	1/23/2002	2/28/2002
Memphis	Doorhangers	N/A	\$9.95 one room installed OR \$39.99 two-rooms installed	Prime Home Entertainment	1/15/2002	2/28/2002
Memphis	ROP	N/A	\$9.95 one room installed OR \$39.99 two-rooms installed	Prime Home Entertainment	1/27/2002	2/28/2002
Memphis	Radio	N/A	\$9.95 one room installed OR \$39.99 two-rooms installed	Prime Home Entertainment	1/28/2002	2/28/2002
Nashville	Radio	Turner South	Two rooms installed for \$2	Prime Home Entertainment	2/18/2002	4/14/2002
Nashville	ROP	Turner South	Two rooms installed for \$2	Cheatham	2/24/2002	4/14/2002
Nashville	Doorhangers	Turner South	Two rooms installed for \$2	Cheatham	2/21/2002	4/14/2002
Nashville	FSI	Turner South	Two rooms installed for \$2	Cheatham	3/4/2002	4/14/2002
New York City	Direct Mail	N/A	Two room system installed \$29.00	Antenna Star	1/23/2002	2/15/2002
New York DMA	Radio	YES	Two room system for \$49.99 installed	American Satellite & Entertainment	2/25/2002	4/15/2002
New York DMA	Print	YES	One room system installed for FREE or Two room system installed for \$49.99	American Satellite & Entertainment	3/3/2002	4/15/2002
New York DMA	Doorhangers	YES	One room system installed for FREE or Two room system installed for \$49.99	American Satellite & Entertainment	3/8/2002	4/15/2002
Orange County, CA, Ontario, Fontana	ROP	Game Show Network	Free two room system including installation	Satellite Relay	2/3/2002	2/28/2002
Orange County, CA, Ontario, Fontana	FSI	Game Show Network	Free two room system including installation	Satellite Relay	2/11/2002	2/28/2002
Orange County, CA, Ontario, Fontana	Doorhangers	Game Show Network	Free two room system including installation	Satellite Relay	2/4/2002	2/28/2002

**SCHEDULE VI.A.2(a)**  
**Table III**  
**National Consumer Offers**  
**RRT Tracking Sheet**

PUBLIC

Market	Initiative	Programmer	Offer	Retailer	In Market Date	Offer End Date
Orange County, CA, Ontario, Fontana	Direct Mail	Game Show Network	Free two room system including installation	Satellite Relay	2/1/2002	2/28/2002
Washington D.C.	Radio	CNNfn	Free one room syatem including installtion OR Two room system for \$29.99 installed	Expert Satellite	3/11/2002	4/15/2002
Washington D.C.	Doorhangers	CNNfn	Free one room syatem including installation OR Two room system for \$29.99 installed	Expert Satellite American Satellite & Entertainment	3/18/2002	4/15/2002
Syracuse	Doorhangers	N/A	Single room system installed for \$49.99		1/15/2002	2/15/2002
West Palm Beach	FSI	N/A	Single room system installed for \$49	DIREC4U	2/11/2002	2/28/2002
West Palm Beach	Radio	N/A	Single Room System installed for \$49	DIREC4U	2/11/2002	2/28/2002



## **Schedule VI.A.2(b)**

### **DIRECWAY, DirecPC and DIRECTV Broadband Promotions**

**DIRECWAY, DirecPC and DIRECTV Broadband Promotions**

Listed below are standard equipment and installation prices, as well as prices and conditions for promotions offered directly to consumers by HNS for the purchase and installation of equipment necessary for the receipt of DirecPC and DIRECWAY services from 1998 through 2002, and promotions by DIRECTV Broadband in 2001 and currently offered. Each of the DIRECWAY satellite-return promotions may be offered in connection with the "DIRECWAY through DIRECTV" plan, which is described in the response to Interrogatory IV.A.6. Termination charges are as set forth below. HNS'S "Powered-By" marketing partners set their own prices and promotions for equipment and installation. Further information about Powered By partners is provided in the response to Interrogatory IV.A.6.

**DirecPC and DIRECWAY Dial Return Service (1-Way Satellite Transmission):****1998-1999****Standard Prices:**

Equipment (MSRP):	\$299
Professional Installation:	
Suggested Retail Price:	\$179

**Promotions:**

*\$100 rebate off the price of the Equipment*  
 Conditions: One-year commitment

**2000-2002****Standard Prices:**

Equipment (MSRP):	\$149
Professional Installation:	
Suggested Retail Price:	\$199
Price normally charged:	\$ 99

**Promotions:**

*Free standard professionalism installation*  
 Conditions: None (no term commitment required)

*4<sup>th</sup> Quarter 2001 Retail Promotion for DIRECWAY Dial-return :*  
*\$50 Mail-In Rebate on purchase of Equipment*  
*Special offer is for sales by national retailers*

**DIRECWAY Satellite-Return Service (2-Way Satellite Transmission) (2001-2002):****New DIRECWAY Satellite-Return Customers:****Standard Prices:**

Hardware Price (MSRP):	\$699
Standard Professional Installation (SRP):	\$199

**Promotion:**

Hardware Price (Promotional):	\$399
Installation Price (Promotional):	\$199
Conditions for Hardware Promotional Price:	
	Consumer must commit to 12 months of DIRECWAY service
	\$400 termination fee if service terminated within 12 months

**Current Test Promotion:**

Hardware Price \$99  
Service Price \$99/month for the first 12 months  
Conditions for Hardware Promotional Price:  
Consumer must commit to 12 months of DIRECWAY service  
\$400 termination fee if service terminated within 12 months

DirecPC customers who upgrade to DIRECWAY Satellite-Return Service:

Standard Prices:

Hardware Price (MSRP): \$699  
Standard Professional Installation (SRP): \$199

Promotion:

Hardware Price (Promotional): \$399  
Installation Price (Promotional): Free  
Conditions for Promotional Pricing on both Hardware and Installation:  
Must be existing DirecPC Customer  
Must commit to 12 months of DIRECWAY service  
\$400 termination fee if service terminated within 12 months (pro-rated)

**DIRECTV Broadband Promotions, Equipment Prices:**Annual Contract – 1 year minimum

Service Price:	\$19.99 for 3 months, then \$49.99
Initiation fee:	none
Equipment charge:	none
Early termination fee:	\$139.99
Equipment charge if not returned:	\$499

Promotion until 12/31/01

Service Price:	\$19.99 for 3 months, then \$49.99
Initiation fee:	none
Equipment charge:	none
Shipping:	\$24.99
Early termination fee:	\$139.99
Equipment charge if not returned:	\$499
Amazon.com gift certificate of \$50	
Conditions:	1 year contract, activate service by 4/30/02

Promotion until 3/31/02

Service Price:	\$34.99 for 6 months, then \$49.99
Initiation fee:	none
Equipment charge:	none
Shipping:	\$24.99
Early termination fee:	\$139.99
Equipment charge if not returned:	\$499
Conditions:	1 year contract, activate service by 4/30/02, new DIRECTV Broadband customers only

Listed below are further pricing variations. Unless otherwise noted, the equipment and termination fees under the promotions below are the same as above.

Description	Expiration Date (if any)
<b>With 1 year contract and \$139.99 cancellation fee:</b>	
3 months at \$19.99 and \$20 Paypal	10/31/2001
3 months at \$19.99, Free Shipping Fee with Annual Contract. \$5 PayPal Cash, 3 months at \$19.99, Free Shipping Fee with Annual contract.	on hold
3 months at \$19.99	12/31/2001
C&P 50% off, \$4.99 month for 3 months	
2 months free (1st & 2nd)	12/31/2002
3 months at \$19.99, Free Shipping Fee with Annual Contract.	12/31/2001
\$25 PayPal, 3 months at \$19.99/mo., with Annual Contract.	11/30/2001
2 months free of C&P	
2 months free (1st & 2nd) DIRECTV Employees	
2 months "on us" (1st & 2nd) Legal issue for 2 free months	12/31/2002
<b>DIRECTV Offers</b>	
3 months at \$19.99, plus 1 month of Total Choice	9/30/2001
3 months at \$19.99 and \$40 Paypal.	10/31/2001
\$50 PayPal, 3 months at \$19.99/mo., with Annual Contract.	11/30/2001
\$50 Amazon Cert., 3 months at \$19.99/mo., with Annual Contract.	12/31/2001
<b>Retail Offers</b>	
3 months at \$9.99, with annual contract. Retail Promotion	1/31/2002



**With 1 year contract and \$109.99 cancellation fee:**

6 months at \$39.99/mo, Shipping and handling fee waived	2/28/2002
6 months at \$39.99/mo with annual contract.	4/30/2002

**DIRECTV Offers**

6 months at \$34.99/mo, Shipping and handling fee waived	2/28/2002
6 months at \$34.99/mo with annual contract. DIRECTV Customers	3/31/2002
Bundled DSL Cycle Fee - \$44.99/mo.	on hold
Bundled DSL Cycle Fee - \$39.99/mo.	on hold
Bundled Connect and Protect Cycle Free	on hold

**Retail Offers**

3 months at \$19.99/mo with annual contract, Retail Promo only-Circuit City	6/30/2002
3 months at \$19.99/mo, 1/2 price C & P, with annual contract, Retail Promo only-Circuit City	6/30/2002
6 months at \$34.99/mo with annual contract. Retail Promotion	4/30/2002

**Codes With No Annual Contract:**

1 months free	9/1/2001
2 months free (1st & 2nd)	9/1/2001
2 months free ( 2nd & 6th)	9/1/2001
2 months free (1st & 6th)	9/1/2001
3 months free	9/1/2001
1 months free and 1 month free Total Choice	9/1/2001
0 months free	9/1/2001
3 months at \$19.99	9/1/2001
3 months at \$19.99, plus 1 month of Total Choice	9/1/2001
3 months of Total Choice	9/1/2001
GE Service at \$41.99	9/1/2001
1 month free and \$50	9/1/2001
1 month free and \$100	9/1/2001
Free S&H no contract and no additional fees.	
Free S&H with no annual contract and \$49.99 activation fee.	
6 months free w/S&H then rolls to \$35 monthly fee no annual contract PR offer only	
6 months free w/S&H then, \$35 monthly fee and 6 months free of Connect & Protect, no annual contract.-SPECIAL OFFER	

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# **Schedule VI.B.a(i)**

## **Installation and Removal Prices DIRECTV**

**SCHEDULE VI.B.a(i)**  
**INSTALLATION AND REMOVAL PRICES**  
**DIRECTV LEASE PLAN**

<u>Lease Customer-Direct Sales Lease Customer</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Comments</u>
Install Additional Outlet, no IRD (Convenience Outlet), at time of Initial Install (Same Trip)	N/A	N/A	N/A	\$45.00	\$45.00	For each outlet installed
Service Call	N/A	N/A	N/A	No Charge	No Charge	Customer pays \$7.99 monthly for worry-free service
Mover's Program (Customer brings equipment)	N/A	N/A	N/A	\$49.00	\$49.00	Customer brings current equipment to new residence.
Mover's Program (DTV Supplies Equipment)	N/A	N/A	N/A	\$99.00	\$99.00	DTV supplies new ODU at time of installation.
Install Additional Outlet, no IRD (Convenience Outlet), Separate Trip, 1 Outlet	N/A	N/A	N/A	\$95.00	\$95.00	
Install Additional Outlet, no IRD (Convenience Outlet), Separate Trip, Each Outlet more than 1	N/A	N/A	N/A	\$45.00	\$45.00	
Relocate ODU (to new location at current residence), 1 ODU	N/A	N/A	N/A	\$97.50	\$97.50	
Relocate ODU (to new location at current residence), Each ODU more than 1	N/A	N/A	N/A	\$47.50	\$47.50	
Install Additional Outlet, with IRD, Separate Trip, 1 Outlet	N/A	N/A	N/A	\$100.00	\$100.00	
Install Additional Outlet, with IRD, Separate Trip, Each Outlet more than 1	N/A	N/A	N/A	\$50.00	\$50.00	
Install Additional Outlet, with IRD, at time of Initial Install, Each Outlet	N/A	N/A	N/A	\$50.00	\$50.00	Rarely charged due to offers.
Remote Control shipped directly to customer to replace defective unit, or replaced during Service Call	N/A	N/A	N/A	No Charge	No Charge	Customer pays \$7.99 monthly for worry-free service
Removal Fee					\$50.00	

**NOTE: The above rates reflect only what DTV charges directly to the customer. In some instances, where additional labor and/or equipment is needed (multi switches, fish a wall, etc.), HSPs will collect fees directly from the customer at the time the work is done.**

Other Definitions:

Convenience Outlet - HSP wires an additional outlet to be run from existing IRD. 1 IRD, multiple outlets running off of same IRD

Separate Trip - Work done other than the time of the initial installation of service.

Relocate ODU - HSP moves Dish/LNB to a different location at the existing residence (i.e. customer is remodeling, dish needs to be moved to the other side of the home).

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# **Schedule VI.B.a(ii)**

## **Installation and Removal Prices Primestar**

**SCHEDULE VI.B.a(ii)**  
**INSTALLATION AND REMOVAL PRICES**  
**PRIMESTAR**

PUBLIC

**Rental Customer-PCR (Primestar Converted Rental)\***

	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Comments</b>
Install Additional Outlet, no IRD (Convenience Outlet), at time of Initial Install (Same Trip)	\$45.00	\$45.00	\$45.00	\$45.00	\$45.00	For each outlet installed
Service Call	No Charge	No Charge	No Charge	No Charge	No Charge	Customer pays \$7.50/monthly for worry-free service
Mover's Program (Customer brings equipment)	\$49.00	\$49.00	\$49.00	\$49.00	\$49.00	Customer brings current equipment with them to new residence.
Mover's Program (DTV Supplies Equipment)	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	DTV supplies new ODU at time of installation.
Install Additional Outlet, no IRD (Convenience Outlet), Separate Trip, 1 Outlet	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	
Install Additional Outlet, no IRD (Convenience Outlet), Separate Trip, Each Outlet more than 1	\$45.00	\$45.00	\$45.00	\$45.00	\$45.00	
Relocate ODU (to new location at current residence), 1 ODU	\$97.50	\$97.50	\$97.50	\$97.50	\$97.50	
Relocate ODU (to new location at current residence), Each ODU more than 1	\$47.50	\$47.50	\$47.50	\$47.50	\$47.50	
Install Additional Outlet, with IRD, Separate Trip, 1 Outlet	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	
Install Additional Outlet, with IRD, Separate Trip, Each Outlet more than 1	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	
Install Additional Outlet, with IRD, at time of Initial Install, Each Outlet	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	Rarely charged due to offers.
Remote Control shipped directly to customer to replace defective unit, or replaced during Service Call	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Customer pays \$7.50/monthly for worry-free service

\* Rates for PCR customers prior to 2000 should be considered "approximate". There were some fluctuations in these rates from 1998-1999. However, we don't have sufficient historical data to show these fluctuations.

**NOTE: The above rates reflect only what DTV charges directly to the customer. In some instances, where additional labor and/or equipment is needed (multi switches, fish a wall, etc.), HSPs will collect fees directly from the customer at the time the work is done.**

**Other Definitions:**

Convenience Outlet - HSP wires an additional outlet to be run from existing IRD. 1 IRD, multiple outlets running off of same IRD

Separate Trip - Work done other than the time of the initial installation of service.

Relocate ODU - HSP moves Dish/LNB to a different location at the existing residence (i.e. customer is remodeling, dish needs to be moved to the other side of the home).





## **Schedule VI.B.(b)**

### **Equipment Prices**

SCHEDULE VI.B.(b)  
EQUIPMENT PRICES

PUBLIC

	<u>No Annual Commitment Offer</u>	<u>Annual Commitment Offer</u>
<b>Direct Sales</b>		
March 2000	\$199 - 1 System Installed, \$99 additional receivers, \$249 - 1 Para Todos System Installed, \$99 additional receivers (no annual commitment)	
Q2 2000	\$149 - 1 System Installed, \$99 additional receivers, \$199 - 1 Para Todos System Installed, \$99 additional receivers (no annual commitment)	
Q3 2000	\$149 - 1 System Installed, \$99 additional receivers, \$149 - 1 Para Todos System Installed, \$99 additional receivers (no annual commitment)	
Q4 2000	\$99 - 2 Systems Installed, \$99 additional receivers, \$99 - 2 Para Todos System Installed, \$99 additional receivers (no annual commitment)	
Q1 2001	\$149 - 1 System Installed, \$99 additional receivers, \$149 - 1 Para Todos System Installed, \$99 additional receivers (no annual commitment)	DIRECTV Rebate Offer, Rebate on Hardware and Install with annual commitment
Q2 2001	\$49 - 1 System Installed, \$99 additional receivers, \$99 - 1 Para Todos System Installed, \$99 additional receivers (no annual commitment), \$49 - 2 System Installed, \$99 additional receivers (Limited Offer)	
Q3 2001	\$49 - 1 System Installed, \$99 additional receivers, \$99 - 1 Para Todos System Installed, \$99 additional receivers (no annual commitment)	Free/Free Offer - 1 System Installed, \$99 additional receivers, Free/Free Offer - 1 Para Todos System Installed, \$99 additional receivers (Annual commitment required)
Q4 2001	\$150 - 1 System Installed, \$99 additional receivers, \$99 - 1 Para Todos System Installed, \$99 additional receivers (no annual commitment)	Free/Free Offer - 1 System Installed, \$99 additional receivers, Free/Free Offer - 1 Para Todos System Installed, \$99 additional receivers (Annual commitment required)
	<u>No Annual Commitment Offer</u>	<u>Annual Commitment Offer</u>
<b>Retention Offers (2001 - Current)</b>		
Upgrade Offer (Para Todos, Chinese, 119)	\$49 - 1 System Installed, \$99 additional receivers, \$49 - 1 Para Todos System Installed, \$99 additional receivers (no annual commitment)	
<b>Movers</b>	\$49 Outdoor Unit (ODU) + Installation, \$99 1 system Installed, \$99 for each additional receiver	Free dish and installation with one-year commitment to Total Choice or above or Opción Extra Especial or above.
2nd Set Offer	\$49 for each additional receiver	\$0 for 2nd set
ERP	\$49 for each additional receiver	\$0 for 2nd set
Must Carry	\$49 for each additional receiver	\$0 for 2nd set
Shoppers Hardware	\$99 for each additional receiver	\$0 for 2nd set
TIVO	\$149 for receiver	\$149 for Combo box receiver
<b>Retention Offers (2000 and prior)</b>		
Movers	\$99 ODU + Installation, \$99 for each additional receiver, (for upgraded hardware \$149)	
ERP	\$200 programming credit if bought through Retail	

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## **Schedule VII(a)**

### **Revenue by Tier**

**REDACTED –  
FOR PUBLIC INSPECTION**

[illegible]

**REDACTED –  
FOR PUBLIC INSPECTION**

[illegible]

**SCHEDULE VII(a)  
REVENUE BY TIER  
1998 - 2001**

**REDACTED –  
FOR PUBLIC INSPECTION**

**DIRECTV  
Revenue by Category  
Fiscal Year Ended 12/31/00  
Dollars in \$000**

Category	Actuals January	Actuals March	Actuals April	Actuals May	Actuals June	Actuals July	Actuals August	Actuals September	Actuals October	Actuals November	Actuals December	Actuals YTD 2000
Core Packages DIRECTV Para Todos PPV Movie PPV Events & Adult Events Adult PPV Sports A La Carte Subscriber Credits Commercial Equipment Rental Mirroring Fees Late & Disconnect Fees Other Misc Subscriber Rev	REDACTED - FOR PUBLIC INSPECTION											
<b>Total Subscriber Revenue</b>												
NRTC Revenue Share and Fees Advertising Sales Access Card Sales Other												
<b>Total Non-Subscriber Revenue</b>												
<b>Medium Power Revenue</b>												
<b>Total Revenue</b>												

Funds received from the hardware sales undertaken by the Direct Sales division are treated for DIRECTV's accounting purposes as hardware cost recoupment for the Direct Sales Offers and Retention Offers and are not booked as revenue.  
There is no margin on these sales and the costs are considered a marketing expense. Thus, they are booked as an offset to the hardware costs.  
The costs of the hardware are not considered a Cost of Sale.

For 2000, these amounts totaled \$6.6M and \$0.7M, respectively

SCHEDULE VII(a)  
REVENUE BY TIER  
1998 - 2001

REDACTED –  
FOR PUBLIC INSPECTION

DIRECTV  
Revenue by Category  
Fiscal Year Ended 12/31/01  
Dollars in \$000

Category	Actuals January	Actuals March	Actuals April	Actuals May	Actuals June	Actuals July	Actuals August	Actuals September	Actuals October	Actuals November	Actuals December	Actuals YTD 2001
Core Packages DIRECTV Para Todos PPV Movie PPV Events & Adult Events Adult PPV Sports A La Carte Subscriber Credits Commercial Equipment Rental Equipment Resales Mirroring Fees Late & Disconnect Fees Other Misc Subscriber Rev	REDACTED - FOR PUBLIC INSPECTION											
Total Subscriber Revenue												
NRTC Revenue Share and Fees Advertising Sales Access Card Sales Other												
Total Non-Subscriber Revenue												
Medium Power Revenue												
Total Revenue												

Funds received from the hardware sales undertaken by the Direct Sales division are treated for DIRECTV's accounting purposes as hardware cost recoupment for the Direct Sales Offers and Retention Offers and are not booked as revenue. There is no margin on these sales and the costs are considered a marketing expense. Thus, they are booked as an offset to the hardware costs. The costs of the hardware are not considered a Cost of Sale.

For 2001, the amounts received for hardware sales (booked as an offset to costs) totaled \$11.5M for Direct Sales Offers and \$2.3M for Retention Offers.





# **Schedule VII(b)**

## **HNS Revenues**

SCHEDULE VII(b)

HNS Revenues

Below are estimated revenues for DirecPC and DIRECWAY consumer service and equipment sales and installation for the years 1998 to 2001, expressed in millions of United States dollars:

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
	<i>[Redacted – for Public Inspection]</i>			
	<i>[Redacted – for Public Inspection]</i>			
	<i>[Redacted – for Public Inspection]</i>			
	<i>[Redacted – for Public Inspection]</i>			
<i>Total</i>	<i>[Redacted – for Public Inspection]</i>			

For the years 1998, 1999 and 2000, the revenue figures listed above include revenues from international as well as United States domestic sales. The revenue figures listed above include payments made by “Powered By” partners to HNS for service provided by HNS to Powered By consumer subscribers.



# **Schedule VIII(a)**

## **Cost of Providing MVPD Services**

COST OF PROVIDING MVPD SERVICE

Schedule VIII(a) shows:  
Total Variable Costs

	<u>FY 1998</u>	<u>FY 1999</u>	<u>FY 2000</u>	<u>FY 2001</u>	<u>FY 2002</u>	<u>FY 2003</u>
Total Variable Costs (\$000)	REDACTED - FOR PUBLIC INSPECTION					
Average Customers						
Average Variable \$/Customer per Year						
Average Variable \$/Customer per Month						

Notes:

All of the above costs are variable costs. We have excluded all fixed costs (e.g. programming acquisition, plant and equipment costs) except maintenance.  
Source of financial data related to costs is SAP and CODA General Ledger systems.  
Customer quantities include high power domestic residential and commercial customers, exclusive of customers in the NRTC territory.  
Costs include those related to the providing of service to high power domestic residential and commercial customers only.

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## **Schedule VIII(b)**

### **Subscriber Acquisition Costs**



SCHEDULE VIII(b)  
SUBSCRIBER ACQUISITION COSTS (SAC)

REDACTED –  
FOR PUBLIC INSPECTION

Total Subscriber Acquisition Costs (SAC)  
1998 to 2003

<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	Forecast <u>2002</u>	Forecast <u>2003</u>
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Total SAC, \$M

REDACTED - FOR PUBLIC INSPECTION

Per Subscriber SAC, \$

REDACTED - FOR PUBLIC INSPECTION



## **Schedule VIII(c)**

### **Maintenance Costs**

SCHEDULE VIII(c)  
MAINTENANCE COST

REDACTED –  
FOR PUBLIC INSPECTION

MAINTENANCE COSTS

	<u>FY 1998</u>	<u>FY 1999</u>	<u>FY 2000</u>	<u>FY 2001</u>	<u>FY 2002</u>	<u>FY 2003</u>
Total Cost (\$000)	REDACTED - FOR PUBLIC INSPECTION					
Average Cost/Customer per year						
Average Cost/Customer per month						

Notes:

Total maintenance costs include service calls, card replacements and warranty service  
Source of financial data related to costs is SAP and CODA General Ledger systems.  
Customer quantities include high power domestic residential and commercial customers, exclusive of customers in the NRTC territory.  
Costs include those related to the providing of service to high power domestic residential and commercial customers only.



## **Schedule VIII(d)**

### **Local-into-Local Costs**

SCHEDULE VIII(d)  
LOCAL-INTO-LOCAL COSTS

REDACTED –  
FOR PUBLIC INSPECTION

Costs in \$		1999 Actual Total	2000 Actual Total	2001 Actual Total	2002 Forecast Total
Birmingham, AL	AL				
	AL Total				
Phoenix, AZ	AZ				
	AZ Total				
Los Angeles, CA	CA				
Sacramento, CA	CA				
San Diego, CA	CA				
San Francisco, CA	CA				
	CA Total				
Hartford/Newhaven, CT	CT				
	CT Total				
Denver, CO	CO				
	CO Total				
Washington, D.C.	DC				
	DC Total				
Miami, FL	FL				
Orlando, FL	FL				
Tampa, FL	FL				
West Palm Beach, FL	FL				
	FL Total				
Atlanta, GA	GA				
	GA Total				
Chicago, IL	IL				
	IL Total				
Indianapolis, IN	IN				
	IN Total				
Louisville, KY	KY				
	KY Total				
New Orleans, LA	LA				
	LA Total				
Boston, MA	MA				
	MA Total				
Baltimore, MD	MD				
	MD Total				
Detroit, MI	MI				
Grand Rapids/Kalamazoo, MI	MI				
	MI Total				
Minneapolis, MN	MN				
	MN Total				
Kansas City, MO	MO				
St. Louis, MO	MO				
	MO Total				
Charlotte, NC	NC				
Greensboro, NC	NC				
Raleigh-Durham, NC	NC				
	NC Total				
Albuquerque, NM	NM				
	NM Total				
Las Vegas, NV	NV				
	NV Total				
New York, NY	NY				
Buffalo, NY	NY				
	NY Total				
Cincinnati, OH	OH				
Cleveland, OH	OH				
Columbus, OH	OH				
	OH Total				

SCHEDULE VIII(d)  
LOCAL-INTO-LOCAL COSTS

REDACTED –  
FOR PUBLIC INSPECTION

Costs in \$		1999 Actual Total	2000 Actual Total	2001 Actual Total	2002 Forecast Total
Oklahoma City, OK	OK				
	OK Total				
Portland, OR	OR				
	OR Total				
Philadelphia, PA	PA				
Pittsburgh, PA	PA				
	PA Total				
Providence, RI	RI				
	RI Total				
Greenville, SC	SC				
	SC Total				
Memphis, TN	TN				
Nashville, TN	TN				
	TN Total				
Austin, TX	TX				
Dallas, TX	TX				
Houston, TX	TX				
San Antonio, TX	TX				
	TX Total				
Salt Lake City, UT	UT				
	UT Total				
Norfolk, VA	VA				
	VA Total				
Seattle, WA	WA				
	WA Total				
Milwaukee, WI	WI				
	WI Total				
Grand Total					
Sub-Total					
Broadcast Centers					
Satellite Back-Up					
Tulsa Monitoring					
Maintenance					
Wide Area Network (WAN)					
Fed. Univ. Service Fee (FUSF)					
LCF Restoration					
Property Taxes					
Decommission (CLIL)					
Other (Accounting Adj.)					
Non-Site Specific					
Gross (Sub-Total)					
Labor Related					
Gross (Total) w/o Satellite					
Satellite and Ground					
NRTC - Cost Recovery					
NET (Total)					



**REDACTED**

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## **Schedule VIII(e)**

### **Programming Cost by Tier**